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News from the Tobacco Prevention and Control Program

Concepts for new youth ads selected

Continuing the theme of talking to kids about the dangers of using tobacco, the Tobacco Program has selected concepts for the youth media campaign that launches in September.

The concepts play on the statistic that one in three kids who smoke will die early from it. The ads will feature kids in everyday situations and depict the randomness of being the one who would suffer from a tobacco-related illness.

For instance, in one television ad, the viewer sees a roulette wheel with pictures of average teenagers in the center of the red and black numbers. As we watch the kids on the wheel go about their day, we see a white marble thrown onto the wheel and start to spin. As the wheel slows, the viewer doesn't know on which teen's picture the marble will land. Just as the marble comes to a stop, the screen goes blank, and the viewer sees the statistic: *One in three kids who smoke will die early. Tobacco Smokes You.*



Photo credit: Mark Wygant

New youth ads were filmed earlier this month.

In a second television ad, the viewer sees three kids in a boat. As the camera gets closer, the viewer sees that the boat has sprung a leak. The kids try frantically and unsuccessfully to bail out the water. They turn to lifejackets and find only two. Just as the boat begins to sink, the screen goes black and the same statistic pops up.

"Kids really responded to the randomness and inevitability of dying from smoking that the ad concepts portrayed," said Susan Zemek, marketing manager for the Tobacco Program. "It made smoking seem more dangerous to them."

The Tobacco Program expects to spend \$1.8 million on media for this portion of the youth prevention campaign over the next year. In addition to television ads, the campaign will include radio, billboards, as well as ads on buses and the Internet. In addition, there will be more unusual placements of ads, such as in movie theaters, schools, recreation centers, and skating rinks. This portion of the youth media campaign is aimed at kids ages nine to 14 and complemented by ads from the American Legacy Foundation for kids aged 15 and older.

The ads were filmed the first week of July and will air after Labor Day weekend.

For more information, contact Susan Zemek at 360-236-3634 or susan.zemek@doh.wa.gov.

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Tobacco policies updates

Spokane Park Board adopts permanent tobacco-free zones

In May, the Spokane Park Board voted unanimously to create permanent tobacco-free zones in most of the city's parks where children play, including playgrounds, swimming and wading pools, picnic shelters, formal gardens, and skate parks. In addition to these outdoor areas, park meeting rooms and restrooms were added to the list of tobacco-free zones.

The decision follows a six-month pilot project in which temporary tobacco-free zones were identified, posted, and monitored. During that time, a survey showed that 80 percent of Spokane residents favored the new policy. While there is no formal enforcement of the zones, signs will be posted that indicate the tobacco-free status.

For more information, Jennifer Pollelo, Spokane Regional Health District, at 509-324-1452.

Smoke-free initiatives fail to qualify for ballot

Neither of the proposed statewide initiatives on indoor smoking in public places will be on the ballot this November after supporters failed to gather the required number of signatures.

The Workplace Clean Indoor Air Initiative, I-890, would have prohibited smoking in all indoor public places, including restaurants, bars, casinos, hotels and bowling alleys. A coalition of 12 health-related organizations coordinated by the American Lung Association of Washington sponsored the initiative, also known as the Breathe Easy Washington!

The other initiative, I-891, sponsored by the Entertainment Industry Coalition, would have allowed businesses such as bars, bowling alleys, restaurants, and mini-casinos to have been designated as smoking venues as long as minors were excluded.

Spokane Hoopfest goes smoke-free

More than 6,200 teams, 3,000 volunteers, and 140,000 players and fans joined in the fun at Spokane Hoopfest last month – and for the first time the event was officially smoke-free!

Hoopfest is a three-on-three basketball tournament where players of all ages and abilities from all over the country come together in pursuit of the ultimate goal: to become a Hoopfest champion. The event took place on 400 courts spanning 40 downtown city blocks and included an outdoor festival of concerts, shopping, food, and interactive entertainment.

The Spokane event is the largest three-on-three street basketball tournament in the world. For more information, visit the [Web site](#).

Tacoma smoking ban lifted

Last month, the state Court of Appeals put the Pierce County indoor smoking ban on hold, opening the door for bars, restaurants, and mini-casinos to allow smoking again.

The 2-1 ruling did little to resolve the underlying legal issues raised in a lawsuit challenging the ban, which could take a year or more to work its way through the courts. The Tacoma-Pierce County Health Department, which administered the ban, plans to appeal the ruling.

The Tacoma-Pierce County Board of Health unanimously approved the ban in December, citing the impact of secondhand smoke on the county's 19,000 registered food and alcohol servers.

For more information, visit the Tacoma-Pierce County Health Department [Web site](#).

News from the Tobacco Prevention Resource Center



Tobacco PowerPoint presentations

The resource center Web site, www.tobaccoprc.org, has seven PowerPoint presentations available for use or editable to meet the needs of specific audiences. Titles include *Helping Patients to Quit*; *Oral Health and Tobacco*; *Pharmacotherapy*; *Pregnancy and Postpartum*; *Reducing Second hand Smoke Exposure*; *Science of Tobacco Cessation*; and *Tobacco, Smoking, and Health: Do You Know*. [View the PowerPoints](#).

Information service

Stay up-to-date on the latest science-based tobacco information at the resource center Web site. Each month, new abstracts on a variety of topics are posted on the Web site, along with information about how to obtain the full text. [View new abstracts](#).

Sponsored presentations

The resource center is sponsoring a number of speakers at conferences over the summer, including:

- Several presentations at the *Addiction and Mental Illness in Adolescence*, University of Washington Summer Institute, July 19-23 in Seattle. For information, go to www.uw.cne.org.
- Danny McGoldrick, director of research for the Campaign For Tobacco Free Kids, at *Learning from our Past...Creating our Future*, National Prevention Symposium: Comprehensive Health Education Foundation, July 28-30 in Seattle. For information, go to www.chef.org.
- Danny McGoldrick at the annual Washington Interscholastic Activities Association's *Coaches School*, July 29-31 in Yakima. For information, go to www.wiaa.com/programs/coachschool04flyer.pdf.

Mary Selecky receives disparities award

Secretary of Health Mary Selecky received an Eagle Award from the Cross-Cultural Collaboration of Pierce County for "pioneering leadership in saving lives and protecting our communities from tobacco." The award, presented at the collaboration's annual conference in May, was also bestowed upon University of California Professor Stan Glanz, the Tacoma-Pierce County Board of Health, the Tacoma News Tribune editorial board, and the American Legacy Foundation.



Tribal representatives attend national conference, workshops

Program coordinators representing 12 Washington tribes attended the 4th Annual National Native Conference on Tobacco Use in San Diego in late May. The Northwest Portland Area Indian Health Board provided travel scholarships to Washington attendees as part of its contract with the state Tobacco Prevention and Control Program.

The National Tribal Tobacco Prevention Network and the Northwest Portland Area Indian Health Board coordinate the conference annually. For more information, visit www.tobaccoprevention.net.

In June, thirteen tribal tobacco coordinators attended two workshops, *Tobacco and Tribal Health* and *Data and Evaluation Tools for Tribal Tobacco Programs*, in Tulalip and Ocean Shores. The Northwest Portland Area Indian Health Board, under contract to the Tobacco Prevention and Control Program, conducted the workshops.

The workshops were designed to increase participants' knowledge about the impact of commercial tobacco products on tribal health, and broaden perspectives on traditional tobacco use and the implications for tribal tobacco control efforts.

For more information, contact Joe Law at 503-228-4185 or jlaw@npaihb.org or Stephanie Craig at 503-228-4185 or scraig@npaihb.org.

Tobacco Program convenes outside researchers to verify results

Eight researchers in tobacco prevention met for the first time in June to review the results of the Tobacco Program's tobacco prevention and control efforts. The External Evaluation Advisory Committee is comprised of experts unaffiliated with the Department of Health to ensure unbiased scrutiny of the program's findings.

The committee includes:

- Dr. David Fleming, committee chair, director of Global Strategies for the Bill and Melinda Gates Foundation
- Dr. Abigail Halperin, coordinator of the Tobacco Control Education Program at University of Washington School of Public Health and Community Medicine
- Dr. Nancy Anderson, epidemiologist for the Department of Social and Health Services' Medical Assistance Administration
- David Cowling, research scientist for the California State Department of Health Services
- Clyde Dent, associate professor of research for the University of Southern California's Department of Preventive Medicine
- Jeffrey Fellows, senior research associate for Kaiser Permanente's Northwest Center for Health Research
- Dr. David Hopkins, coordinator of the Community Guide on Tobacco Control at the National Center for Chronic Disease and Prevention and Health Promotion
- Dr. Alison Shigaki with Seattle International Community Health Services' Patient Care Clinic.

The team will continue to meet through the year to evaluate and verify the program's results in preparation for the 2005 annual progress report.

For more information, contact Mike Boysun at 360-236-3671 or mike.boysun@doh.wa.gov

Cross-Cultural Leadership Institute

A four-day Cross-Cultural Leadership Institute was held last month in Blaine to assist the African American, Asian/Pacific Islander, Lesbian/Gay/Bisexual/ Transgendered, Hispanic/Latino, and urban Indian communities develop and implement effective tobacco prevention and control programs and policies.

The institute and related activities were conducted by the Tobacco Prevention Resource Center in coordination with the Center for MultiCultural Health, consultants, and the Tobacco Prevention and Control Program.

The institute was based on the APPEAL Tobacco Control Leadership Program and provided participants with knowledge and skills through intensive, tailored, participatory, supportive, and applied trainings.

Last November, team leaders selected by Tobacco Program cross-cultural community contractors – Center for MultiCultural Health, Seattle Indian Health Board, Verbená, Washington Asian Pacific Islander Families Against Substance Abuse, and Washington Association of Community and Migrant Health Centers – and their coalitions and community partners attended a two-day team leader training. From that training, teams of “fellows” representing the respective communities were selected to attend the institute.

The cross-cultural community contractors, team leaders, and fellows will continue to work on development and implementation of community work plans to address tobacco-related health disparities in Washington State.

For more information, contact David Harrelson at 360-236-3685 or david.harrelson@doh.wa.gov.

New Tobacco Program appointments

Mike Boysun

Mike Boysun, an epidemiologist with the Tobacco Program for more than two years, recently was appointed interim assessment and evaluation coordinator for the program. He assumes the responsibilities of Julia Dilley, who transferred to the Department of Health’s “Steps for a Healthier US” project on May 24.

Suzette Vik

Suzette Vik begins work July 22 as the new Tobacco Program fiscal contracts coordinator, replacing Jan Johnson, who moved to a similar position with the Department of Health’s Office of Community Wellness and Prevention. Suzette will oversee Tobacco Program budget development and monitoring efforts, and contract records maintenance. She currently works for Washington State Military Department as a financial analyst, and has been in state government since 1998.

“We are pleased to have someone of Suzette’s caliber on the Tobacco Program fiscal team,” said Terry Reid, program manager. “Her expertise will be invaluable in keeping the program running smoothly and ensuring that tobacco prevention and control services are efficiently delivered statewide.”

Roberta Golden

Roberta Golden has been hired to coordinate the Tobacco Program clearinghouse and provide support to contract managers, including contract monitoring. She begins July 26. Roberta has a bachelor's degree in psychology and experience in technical writing, customer service, and database management.

"We're looking forward to using Roberta's skills and experience to improve the efficiency and effectiveness of our clearinghouse operation," said Terry Reid, program manager. "Her focus on customer service will benefit both the program and our many contractors."

For more information, contact Terry Reid at 360-236-3665 or terry.reid@doh.wa.gov.

Tobacco industry political contributions

The Campaign for Tobacco Free Kids, in partnership with Common Cause, recently released a quarterly update of tobacco industry political campaign contributions to federal candidates, political parties, and political committees. View a [press release and link to the full report](#).

Now online

Information on the ongoing strategic planning process, including worksheets, is now available on the contractor's home page under the "Strategic Planning Process" section.

The 2003-04 Tobacco Program workplan is available on the contractor's home page under the "Workplans" section.

The presentations and state posters from the 2004 Tobacco Program conference are available on the contractor's home page under the "Statewide Contractors Meeting" section.

For more information, contact Shanae Williams at 360-236-3746 or shanae.williams@doh.wa.gov.

Online news and information

The University of California, San Francisco has launched a new cessation site for Lesbian, Gay, Bisexual and Transgender (LGBT) smokers called [iQuit](#).

The American Legacy Foundation has a new youth activism Web site at www.streetheory.org.

Preventing Chronic Disease, the Centers for Disease Control's online e-journal is now available at www.cdc.gov/pcd. Click on subscriptions and follow the instructions.

The current issue of *O2 magazine*, produced by Teen Media Futures, is now available at UnfilteredTV.com.

The latest issue of the *Tobacco Free Press*, produced by the Association of State and Territorial Health Officials, is now available. [View the Tobacco Free Press.](#)

The Tobacco Technical Assistance Consortium (TTAC) provides a regular newsletter with helpful information on tobacco control. The consortium builds capacity to achieve effective tobacco prevention and control programs and policies. [View TTAC Exchange newsletter.](#)

Submissions for future newsletters

Submissions from Tobacco Program contractors and partners for inclusion in future newsletters are always welcome. Send information about projects, tobacco-related local news items, and other information to share with tobacco prevention colleagues to Wright Communications at wright2@olywa.net or 360-943-3642.